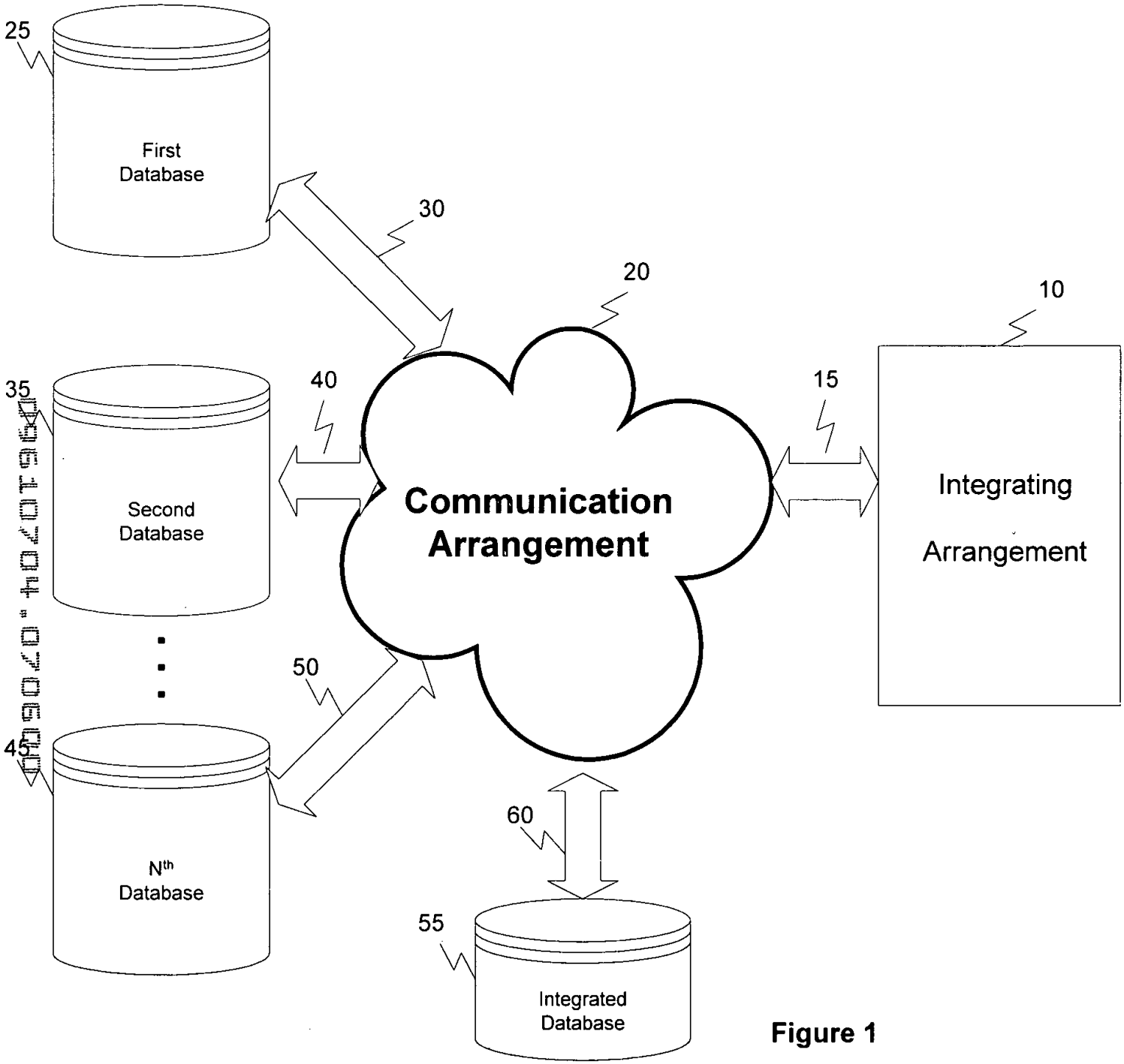
25
First Database
30
20
10
40
15
35
Second Database
Communication Arrangement
Integrating Arrangement
50
45
Nth Database
60
55
Integrated Database

Figure 1

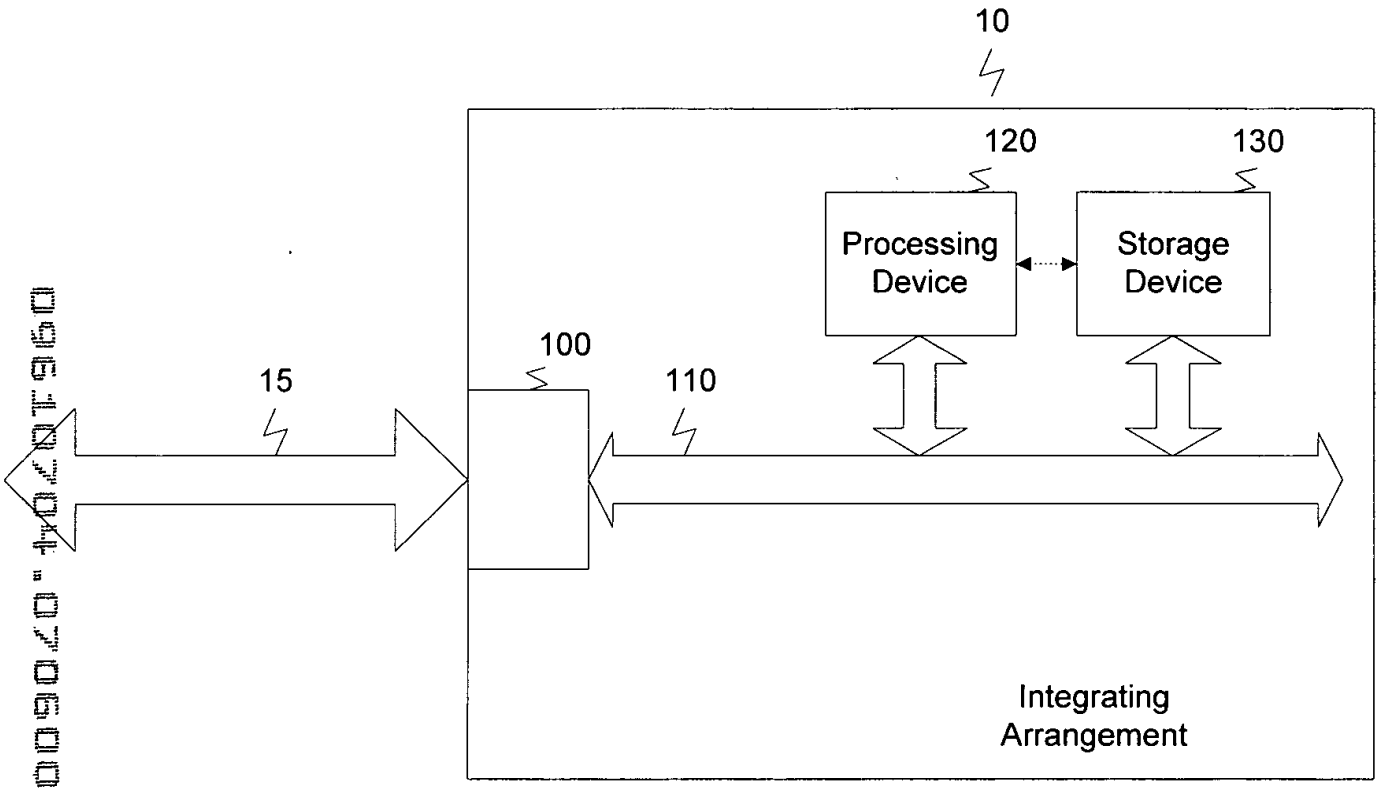
10
120
130
Processing Device
Storage Device
100
15
110
Integrating Arrangement

Figure 2

0090704 "0090704"

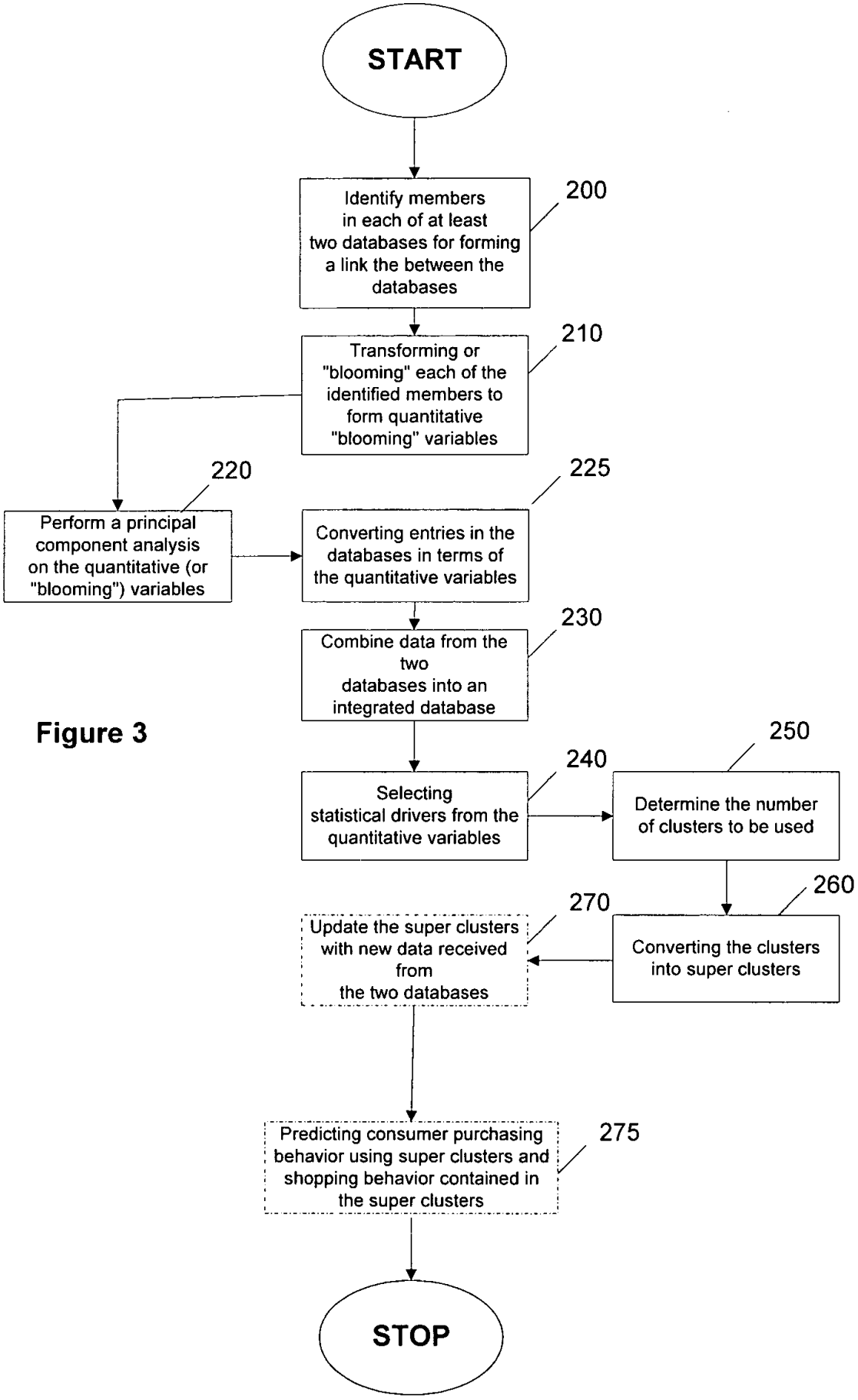

Figure 3

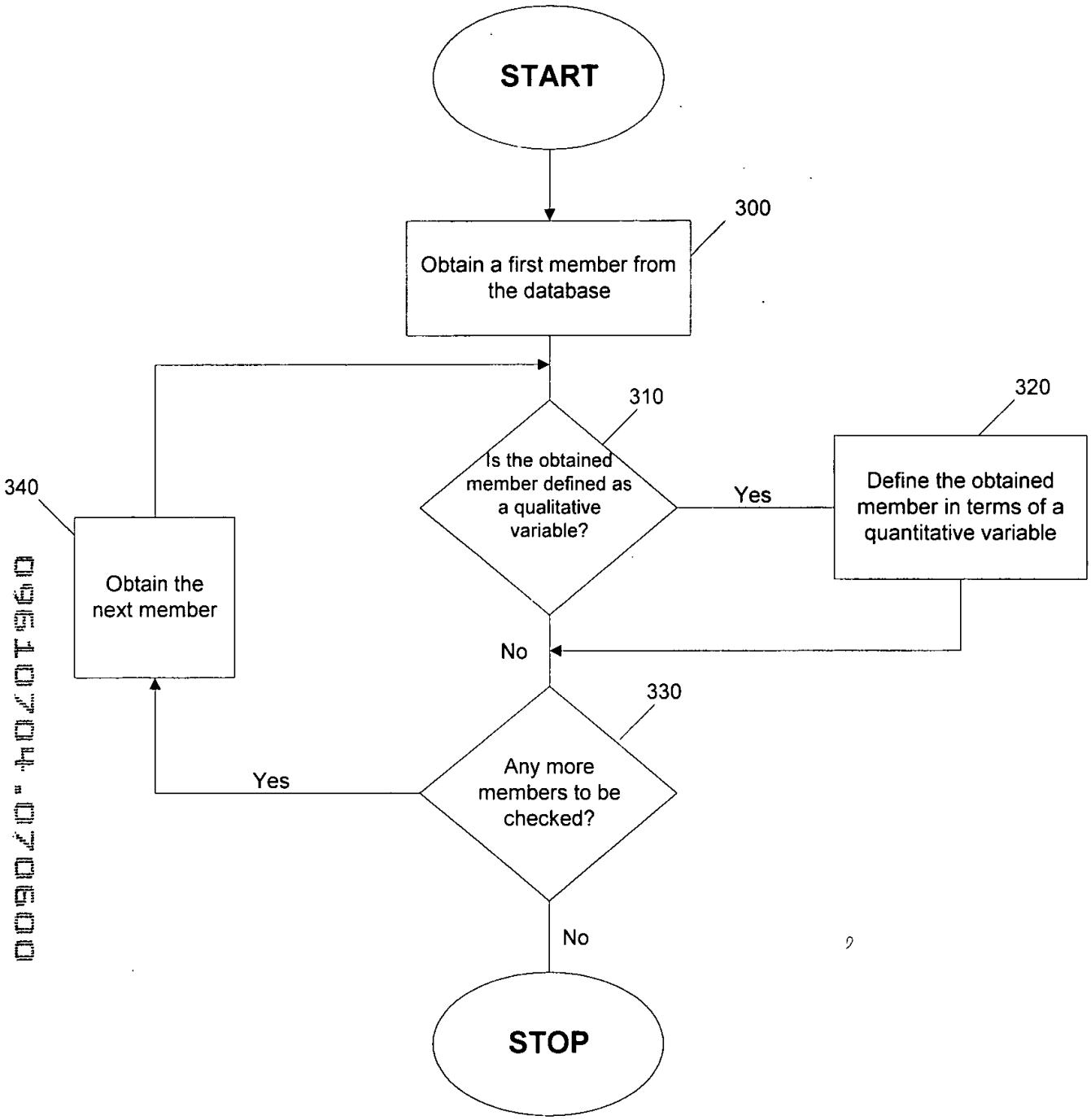
START
300
Obtain a first member from the database
310
Is the obtained member defined as a qualitative variable?
Yes
320
Define the obtained member in terms of a quantitative variable
No
330
Any more members to be checked?
Yes
340
Obtain the next member
No
STOP

Figure 4

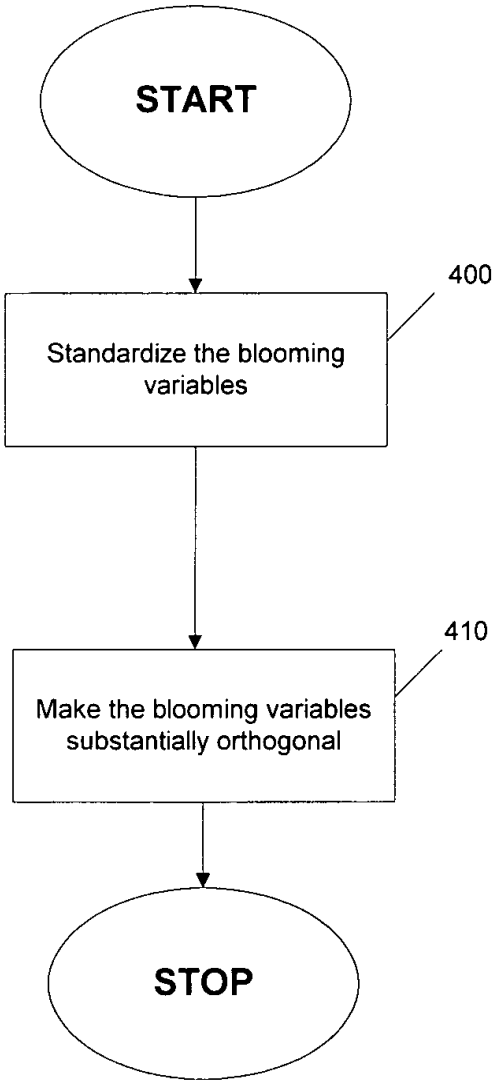
START
400
Standardize the blooming variables
410
Make the blooming variables substantially orthogonal
STOP

Figure 5

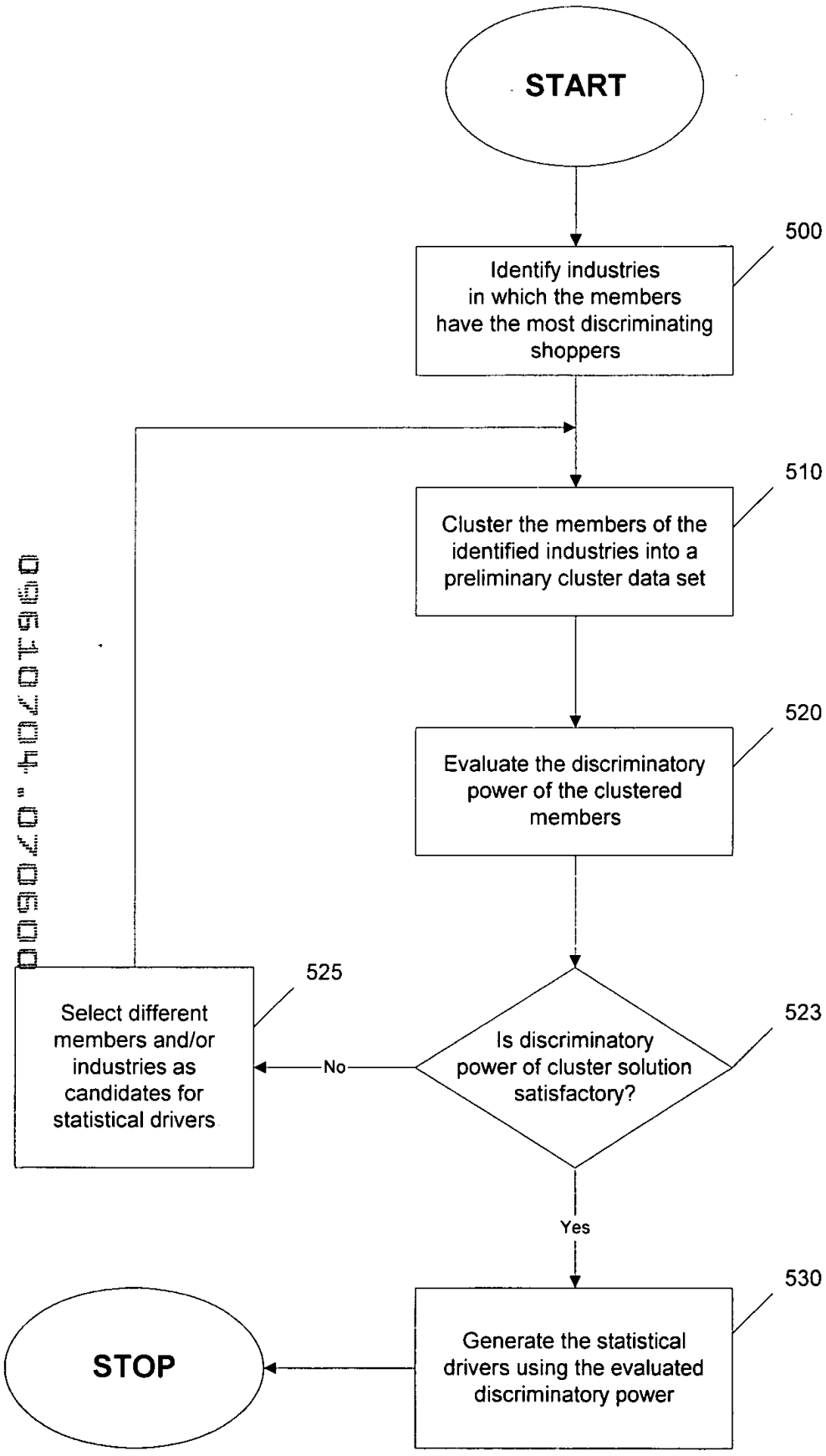
START
500
Identify industries in which the members have the most discriminating shoppers
510
Cluster the members of the identified industries into a preliminary cluster data set
520
Evaluate the discriminatory power of the clustered members
523
Is discriminatory power of cluster solution satisfactory?
No
525
Select different members and/or industries as candidates for statistical drivers
Yes
530
Generate the statistical drivers using the evaluated discriminatory power
STOP

Figure 6

0000420 "40705350

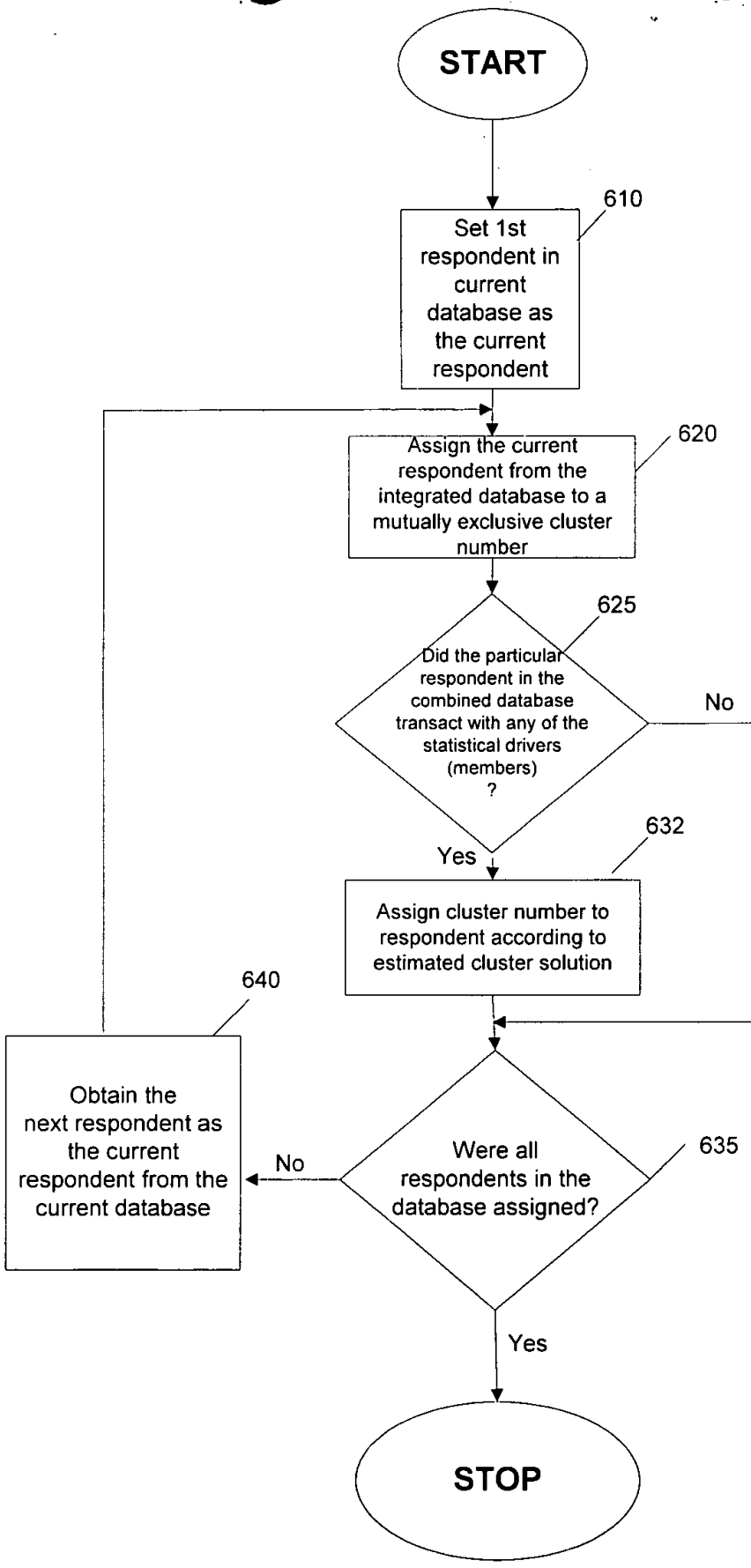

Figure 7

09510704 - 070600

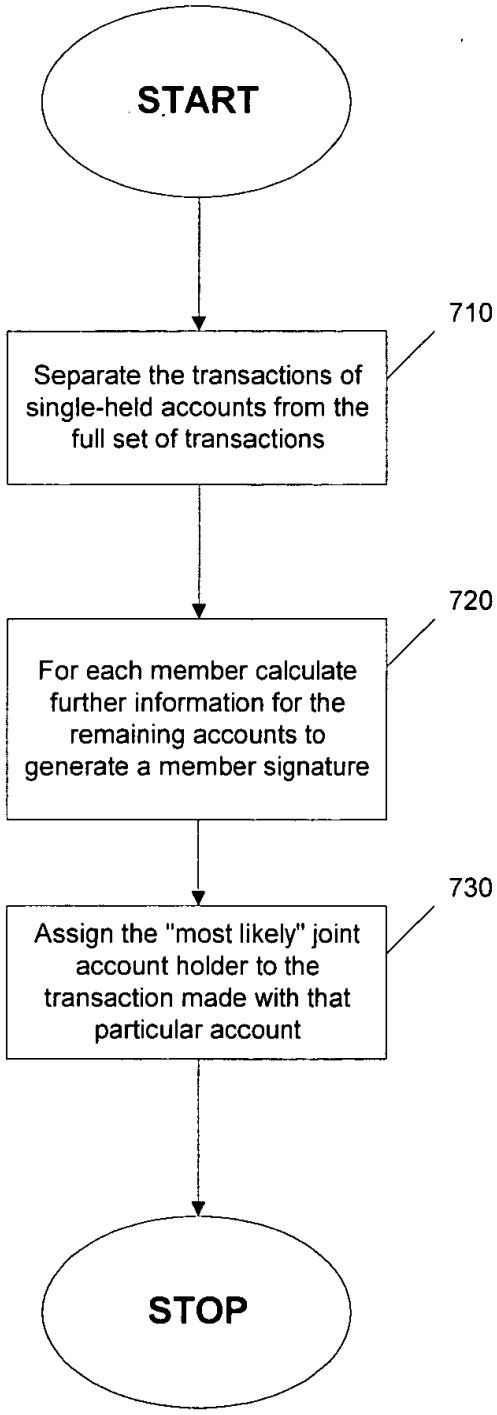

Figure 8

0090870402T360

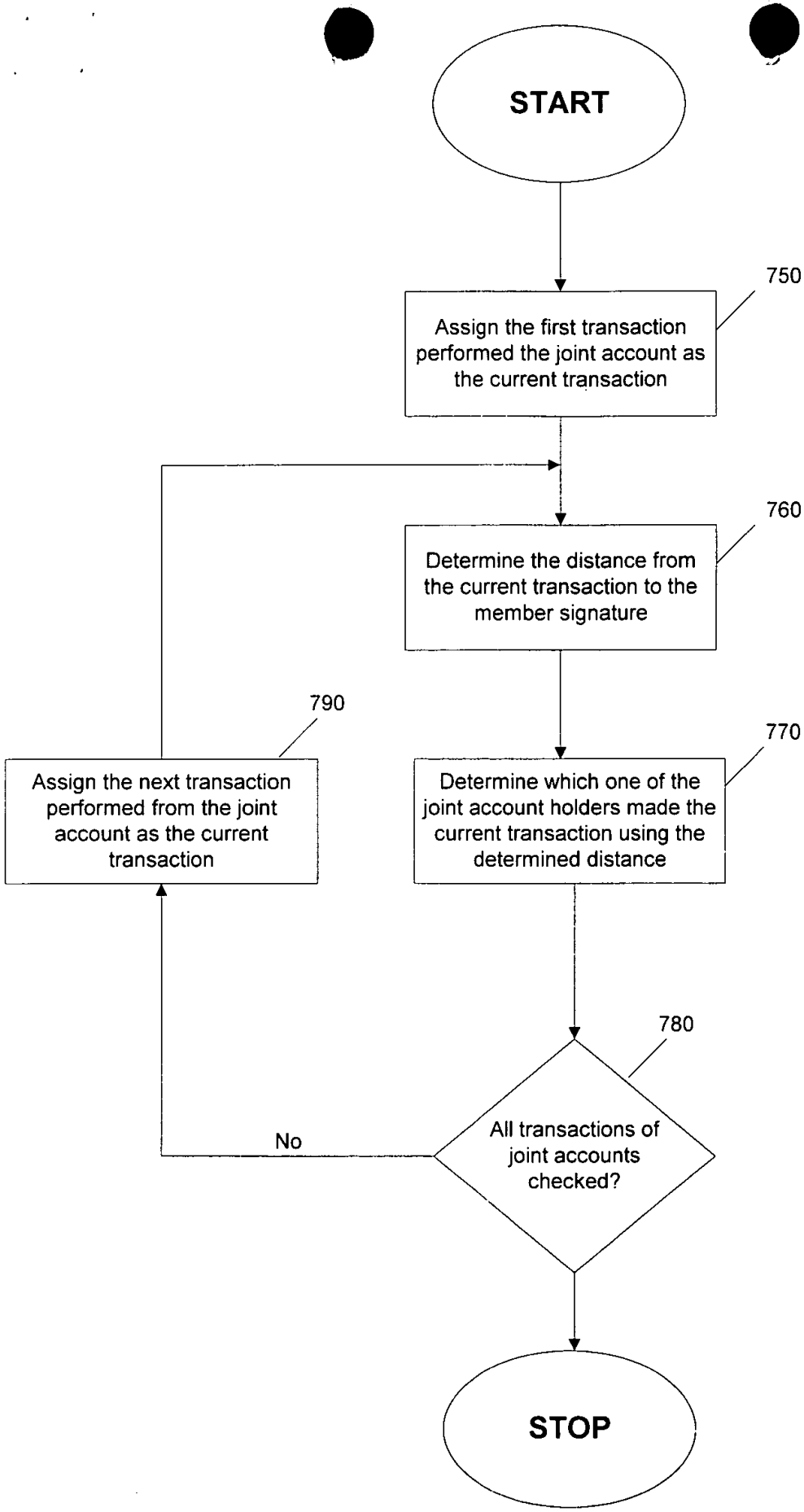

Figure 9